

To: WAAF Westborough MA
WAAF-HD1 Westborough MA
WKAF Brockton MA
WKAF-HD1 Brockton MA
WWEI-HD2 Easthampton MA Public File

From: Kerry Popp, Producer

Phil Zachary, VP/Market Manager, Entercom- Boston

Re: Public Affairs Quarterly Report

For: 4th Quarter 2015 (October-December)

Date: January 5, 2016

This quarter, the radio stations listed above identified the following as community issues:

1. **Arts & Culture**
2. **Community Awareness**
3. **Current Events**
4. **Education**
5. **Health**
6. **History/Politics**
7. **Personal Well-Being**

An average of 650 minutes per week were devoted this quarter for public affair issues. The radio stations listed above identified these issues through on-air awareness, fundraising, and the public affairs program, Q&A. The following is a complete list of topics aired during the 4th Quarter of 2015.

1. **Arts & Culture** - Includes the issues of art, music, compassion, literature, television, and culture.
2. **Community Awareness** - Includes the issues of the film industry and drug rehabilitation programming.
3. **Current Events** - Includes the issues of business ethics, race & class, and civil unrest.
4. **Education** - Includes the issue of bullying, investing in public education, and higher education.
5. **Health** - Includes the issues of nutrition, eye health, Alzheimer's disease, the connection between oral & cardio health, probiotics, curing disease, dental health, women's health, and stroke.
6. **History/Politics** - Includes the issues of Vietnam War, school desegregation, and Veterans of recent wars.
7. **Personal Well-Being** - Includes the issues of dealing with stress, meditation, exercise, Reiki, women's health, relationships, Celiac disease, depression, Seasonal Affective Disorder, diet, emotional health, and protecting your eyes while participating in sports.

ARTS & CULTURE

Topic: The Pop Up Project: Synonym for Change (a student art exhibit)

Program: Commonwealth Journal

Guest: Ann Torke, Associate Professor at UMass Boston

Length: 28:52

Aired: October 11, 2015, 5:30 AM

Topic: The Legacy of Donna Summer

Program: Commonwealth Journal

Guest: Jeff Ramsey, Associate Professor of Voice at Berklee College of Music

Length: 29:10

Aired: October 11, 2015, 6:00 AM

Topic: Nudging Compassion: the Key to a Resilient Society

Program: Commonwealth Journal

Guest: David DeSteno, Professor of Psychology at Northeastern University, Author of Out of Character: Surprising Truths About the Liar, Cheat, Sinner (and Saint) Lurking in All of Us

Length: 28:05

Aired: October 18, 2015, 6:00 AM

Topic: A Conversation with Tess Gerritsen

Program: Commonwealth Journal

Guest: Tess Gerritsen, Author of the Rizzoli and Isles series

Length: 26:50

Aired: November 8, 2015, 6:00 AM

Topic: Charting the Course of Arts and Culture

Program: Commonwealth Journal

Guests: Jullie Burros, Chief of Arts and Culture for the City of Boston

Length: 26:38

Aired: December 27, 2015, 6:00 AM

COMMUNITY AWARENESS

Topic: Filming Focus on Alternative Concepts of Happiness and Success

Program: Commonwealth Journal

Guest: Pamela Tanner Boll, Director of the film "A Small Good Thing"

Length: 27:30

Aired: November 15, 2015, 6:00 AM

Topic: Straightling: A Memoir

Program: Commonwealth Journal

Guests: Cyndy Drew Etler, Author of Straightling: A Memoir

Length: 26:39

Aired: November 29, 2015, 5:30 AM

CURRENT EVENTS

Topic: Harvard MBA Oath/Business Ethics

Program: Commonwealth Journal

Guest: Peter Escher, Author of The MBA Oath: Setting a Higher Standard for Business Leaders

Length: 27:01

Aired: October 4, 2015, 5:30 AM

Topic: Race, Ferguson, and Class in America

Program: Commonwealth Journal

Guests: Visiting Professor William Julius Wilson of Harvard University, Professor Robert Wood of UMass Boston

Length: 28:01

Aired: November 29, 2015, 6:00 AM

Topic: The Haiti/Dominican Republic Border Crisis

Program: Commonwealth Journal

Guests: Pedro Rodriguez, Civil Service Commission of Philadelphia

Length: 27:40

Aired: December 20, 2015, 6:00 AM

EDUCATION

Topic: Addressing the Epidemic of Bullying

Program: Commonwealth Journal

Guest: Joe Wojcik, Author of Call Me Yubbie; Executive Director of Yubbie Foundation

Length: 27:16

Aired: October 4, 2015, 6:00 AM

Topic: Improving Schools in Boston

Program: Commonwealth Journal

Guest: Laura Perille, Executive Director of Ed Vesters

Length: 28:26

Aired: October 18, 2015, 6:00 AM

Topic: Benefit of Advanced Education

Program: Commonwealth Journal

Guest: Martha Kanter, U.S. Under Secretary of Education

Length: 27:08

Aired: November 1, 2015, 6:00 AM

HEALTH

Topic: Secret Health

Program: Project Health Radio

Guests: Joel Fuhrman, Author of Eat to Live on the basics of keeping healthy; Denise Foley, Editor-at-Large of Prevention Magazine on balancing the foods you eat; Dr. Mildred Olivier, Ophthalmologist on protecting your eyes

Length: 29:00

Aired: October 18, 2015, 5:30 AM

Topic: All About Alzheimer's

Program: Project Health Radio

Guests: Mark Underwood, Neuroscience Researcher and Co-founder of Quincy Bioscience; Jim Nally, CEO and Co-founder of EM Finders; Sparrow Hall, Creator of multimedia experience, "Two Blue Wolves"

Length: 29:00

Aired: November 1, 2015, 5:30 AM

Topic: A Healthy Mix

Program: Project Health Radio

Guests: Dr. Sanjay Datamani of the Montefiore Medical Center on the connection of oral and cardio health; Dr. Mary Ellen Sanders, First President of International Probiotics; Dr. Rick Boxer and Lou Weissbach of the American Center for Cures

Length: 29:00

Aired: November 15, 2015, 5:30 AM

Topic: A Mixed Bag Part 2

Program: Project Health Radio

Guests: Dr. Lee Graber, Member of the American Association of Orthodontists on keeping your teeth healthy; Janet Horn, Author of Smart Woman's Guide to Midlife and Beyond; Dr. James Kirshner, Member of the American Optometric Association on eye health

Length: 29:00

Aired: November 22, 2015, 5:30 AM

Topic: The Minute that Changes Your Life

Program: Project Health Radio

Guests: Dr. Solomon Azar, Director of the Stroke Center at Lutheran Medical Center in Brooklyn, NY and Chief of Rehab Services; Olga Warner, Caregiver for husband who suffered two strokes; Mary Curry, Stroke Survivor

Length: 29:00

Aired: December 20, 2015, 5:30 AM

HISTORY/POLITICS

Topic: The Soundtrack of the Vietnam War

Program: Commonwealth Journal

Guests: Doug Bradley and Craig Werner, Authors of We Gotta Get Out of this Place: The Soundtrack of the Vietnam War

Length: 26:38

Aired: November 22, 2015, 6:00 AM

Topic: 40th Anniversary of Boston's School Desegregation Plan

Program: Commonwealth Journal

Guests: Henry Allen, Community Activist and Parent, and Horace Small, Executive Director, Union of Minority Neighborhoods

Length: 27:15

Aired: December 6, 2015, 6:00 AM

Topic: Veterans of Recent Wars

Program: Commonwealth Journal

Guests: Nan Levinson, Author of War Is Not a Game: The New Antiwar Soldiers and the Movement They Built, and Thomas Kane, Director of the William Joiner Institute for the Study of War and Social Consequences

Length: 27:01

Aired: December 13, 2015, 6:00 AM

PERSONAL WELL-BEING

Topic: Just Relax

Program: Project Health Radio

Guests: Dr. Carol B. Lowe, President of the Center for ConscienceLiving.com in Naperville, Illinois; Andrea Matthews, Author of Restoring My Soul: A Workbook, Reike Master, and Transpersonal Counselor; Taylor Wilshire, Author of The What-If Guy: A Girl's Guide to Finding her Soulmate

Length: 29:00

Aired: October 18, 2015, 5:30 AM

Topic: A Mixed Bag

Program: Project Health Radio

Guests: Dr. Joanne Manson, Professor of Medicine at Harvard University, Co-author of The New A to Z of Women's Health; Dr. Debra Mandel, Author of Dump that Chump!: From Doormat to Diva in Only Nine Steps—A Guide to Getting Over Mr. Wrong; Shari Cole, Co-founder of Gluten-free and Fabulous products

Length: 29:00

Aired: November 8, 2015, 5:30 AM

Topic: Goodbye Blues

Program: Project Health Radio

Guests: Dr. Carol Watkins, Psychiatrist at Northern County Associates in Maryland on recognizing depression and seasonal affective disorder; Dr. Francis Monomore, Author of Depression: The Mood Disease on depression and the holidays

Length: 29:00

Aired: December 6, 2015, 5:30 AM

Topic: General Health Facts

Program: Project Health Radio

Guests: Sarah Wells, Nutrition Editor of Fitness Magazine on the top 10 health facts; Debbie Ford, Author of The 21 Consciousness Cleanse: A Breakthrough Program for Connecting with Your Soul's Deepest Purpose

Length: 29:00

Aired: December 13, 2015, 5:30 AM

Topic: Exercise Effectively

Program: Project Health Radio

Guests: Dr. Gordon Nuber, Surgeon at Northwest Orthopedic Institute on moving your outdoor routine indoors; Dr. Herman Sloane, Ophthalmologist at Sloane Vision Center on how to protect your eyes when cycling or during sporting activities

Length: 29:00

Aired: December 27, 2015, 5:30 AM

COMMUNITY FORUM

Topic: Beware of Contractor Scams this Fall

Organization: Better Business Bureau

Time: 01:30

Aired: October 4, 2015

Topic: Preserve Your Hearing, Preserve Your Health

Organization: Hearing Loss Association of America, hi HealthInnovations

Time: 00:30

Aired: October 4, 25, November 22, December 20, 2015

Topic: Animal Welfare

Organization: Greyhound Friends

Time: 00:30

Aired: October 4, November 8, 22, December 20, 2015

Topic: Beware of Job Offer with an Online Interview

Organization: Better Business Bureau

Time: 01:30

Aired: October 11, 2015

Topic: CPR Certification Course (October)

Organization: Health Ed of New England

Time: 00:30

Aired: October 11, 2015

Topic: Suicide Prevention Event

Organization: Samaritans

Time: 00:15

Aired: October 11, 18, November 1, 2015

Topic: Walk to End Lupus Now

Organization: Lupus Foundation of America

Time: 00:15

Aired: October 18, 2015

Topic: Tips for Monitoring Your Credit Score

Organization: Better Business Bureau

Time: 01:30

Aired: October 18, 2015

Topic: How Scammers are Fooling Users of New App

Organization: Better Business Bureau

Time: 02:00

Aired: October 25, 2015

Topic: Healthy Ideas

Organization: American Association of Naturopathic Physicians

Time: 00:30

Aired: October 25, December 6, 27, 2015

Topic: CPR Certification Course (November)

Organization: Health Ed of New England

Time: 00:30

Aired: November 1, 8, 2015

Topic: Scammers Impersonate the IRS

Organization: Better Business Bureau

Time: 01:30

Aired: November 1, 2015

Topic: Job Training & Employment

Organization: Goodwill

Time: 00:30

Aired: November 1, 2015

Topic: Sweepstakes Fools Victims with Fake Check

Organization: Better Business Bureau

Time: 01:30

Aired: November 8, 2015

Topic: Good News for Girls Everywhere

Organization: Girl Scouts

Time: 00:60

Aired: November 15, December 13, 2015

Topic: Evergreen Faire

Organization: First Congregational Church in Norwood

Time: 00:30

Aired: November 15, 29, 2015

Topic: MassArt Made Holiday Sale

Organization: Mass College of Art and Design

Time: 00:30

Aired: November 15, December 6, 2015

Topic: Medical Grants for Children

Organization: UnitedHealthcare Children's Foundation

Time: 00:30

Aired: November 15, December 13, 27, 2015

Topic: CPR Certification Course (December)

Organization: Health Ed of New England

Time: 00:30

Aired: November 22, 29, 2015

Topic: Jimmy Fund's Holiday Collection—Support Cancer Care and Research

Organization: Dana-Farber Cancer Institute, Jimmy Fund

Time: 00:30

Aired: November 22, 29, 2015

Topic: Merchant of Venice

Organization: Elements Theatre Company

Time: 00:30

Aired: November 29, 2015

Topic: Local Program Delivers Holiday Spirit to Boston Area Seniors

Organization: Home Instead Senior Care

Time: 00:60

Aired: December 6, 13, 2015

Topic: 7th Annual Day of Percussion

Organization: Spirit Winter Percussion, Barnstable High School

Time: 00:30

Aired: December 13, 2015

Topic: Healthy Eating Habits for the Holidays

Organization: Entercom

Time: 00:60

Aired: December 20, 27, 2015

Topic: CPR Certification Course (January)

Organization: Health Ed of New England

Time: 00:30

Aired: December 27, 2015

PUBLIC SERVICE ANNOUNCEMENTS

Topic: Jon Bon Jovi—United We Serve

Organization: Corporation for National & Community Service

Time: 00:60

Aired: 10/4/15, 11/15/15

Topic: Obesity Prevention

Organization: Centers for Disease Control and Prevention, US Department of Health and Human Services

Time: 00:30

Aired: 10/4/15, 11/15/15

Topic: Faces of AFib (Atrial Fibrillation)

Organization: American Heart Association, American Stroke Association

Time: 00:30

Aired: 10/11/15

Topic: Light Up the Night

Organization: Relay for Life, American Cancer Society

Time: 00:30

Aired: 10/11/15

Topic: Imagine

Organization: St. Jude Children's Research Hospital

Time: 00:30

Aired: 10/18/15, 11/1/15, 12/6/15

Topic: Clay Walker on MS Week

Organization: Multiple Sclerosis Society

Time: 00:60

Aired: 10/18/15

Topic: Divabetic—Diabetes Awareness

Organization: Novo Nordisk

Time: 00:60

Aired: 10/18/15

Topic: Don't Be Blind to Diabetes

Organization: American Diabetes Association

Time: 00:60

Aired: 10/18/15

Topic: Someday

Organization: Social Security Administration

Time: 00:30

Aired: 10/18/15, 10/25/15, 12/6/15

Topic: Safe Fueling—Static Fires

Organization: American Petroleum Institute

Time: 00:30

Aired: 10/25/15

Topic: Diahann Carroll—Breast Cancer Risk

Organization: Strength in Knowing Campaign

Time: 00:60

Aired: 10/25/15

Topic: Parenting Struggles

Organization: Pfizer Inc.

Time: 00:60

Aired: 10/25/15

Topic: Chronic Fatigue Syndrome

Organization: Chronic Fatigue Syndrome

Time: 00:30

Aired: 11/1/15, 11/29/15

Topic: Dinner Party—Food Safety

Organization: Centers for Disease Control and Prevention, US Department of Health and Human Services

Time: 00:30

Aired: 11/1/15, 11/29/15

Topic: Vanessa Williams—Dress for Success Campaign

Organization: Allergan Inc.

Time: 00:60

Aired: 11/1/15

Topic: A Baby's Story

Organization: March of Dimes

Time: 00:15

Aired: 11/8/15

Topic: My Grandfather

Organization: Us Department of Veterans Affairs

Time: 00:30

Aired: 11/8/15, 11/29/15, 12/27/15

Topic: TMD—Temporomandibular Joint Disorder

Organization: LVI Global

Time: 00:60

Aired: 11/8/15

Topic: Female Sexual Dysfunction

Organization: Zestra

Time: 00:60

Aired: 11/8/15

Topic: Diabetes—Lilly for Life Achievement Awards

Organization: Eli Lilly and Company

Time: 00:60

Aired: 11/15/15

Topic: Osteoarthritis of the Knee

Organization: Sanofi-Aventis

Time: 00:60

Aired: 11/15/15

Topic: Give New Pets a Healthy Head Start

Organization: American Veterinary Medical Association

Time: 00:30

Aired: 11/22/15

Topic: Lisa Edelstein—Choosing Healthy Foods

Organization: The Cancer Project

Time: 00:30

Aired: 11/22/15, 12/13/15

Topic: Imagine

Organization: St. Jude Children's Research Hospital

Time: 00:20

Aired: 11/22/15 (x2), 12/6/15

Topic: Give Your Pets Love and Attention

Organization: People for the Ethical Treatment of Animals (PETA)

Time: 00:30

Aired: 12/6/15

Topic: Morgan Freeman—Colorectal Cancer

Organization: Centers for Disease Control and Prevention, US Department of Health and Human Services

Time: 00:60

Aired: 12/6/15

Topic: Daryl Coley—Diabetes

Organization: American Diabetes Association

Time: 00:60

Aired: 12/6/15

Topic: Veteran Affairs—Make the Connection

Organization: US Department of Veterans Affairs

Time: 00:30

Aired: 12/6/15

Topic: Clinical Trials for Cancer

Organization: Lung Cancer Alliance

Time: 02:00

Aired: 12/6/15

Topic: Samuel L. Jackson—Pediatric Cancer

Organization: Stand Up to Cancer, St. Baldrick's Foundation

Time: 00:30

Aired: 12/13/15

Topic: Aphrodite's Spa—Check Yearly, See Clearly

Organization: AARP, Vision Council

Time: 00:60

Aired: 12/13/15

Topic: Cosmetic Treatments

Organization: Allergan

Time: 00:60

Aired: 12/13/15

Topic: Angina—TMR Surgery

Organization: PLC Medical Systems

Time: 00:60

Aired: 12/20/15

Topic: Spay or Neuter

Organization: People for the Ethical Treatment of Animals (PETA)

Time: 00:30

Aired: 12/20/15

Topic: Protect Yourself/Everyday Choices

Organization: American Heart Association, American Diabetes Association,
American Cancer Association

Time: 00:60

Aired: 12/20/15 (x2)

Topic: Clean Your Room—Stroke Warning

Organization: American Heart Association

Time: 00:30

Aired: 12/20/15

Topic: Mike Farrell—Youth Violence

Organization: People for the Ethical Treatment of Animals (PETA)

Time: 00:30

Aired: 12/20/15

Topic: Imagine

Organization: St. Jude Children's Research Hospital

Time: 00:60

Aired: 12/20/15

Topic: Stroke Warning Signs

Organization: American Stroke Association
Time: 00:60
Aired: 12/20/15

Topic: Stroke Warning Signs
Organization: American Stroke Association
Time: 00:15
Aired: 12/20/15 (x2)

Topic: Fundraiser at The Ranch
Organization: Sweetpea Shelter
Time: 00:60
Aired: 12/20/15

Topic: A Baby's Story
Organization: March of Dimes
Time: 00:60
Aired: 12/27/15

Topic: Date to the Doctor
Organization: American Academy of Orthopaedic Surgeons
Time: 00:60
Aired: 12/27/15

Topic: Carpal Tunnel Syndrome
Organization: American Academy of Orthopaedic Surgeons
Time: 00:60
Aired: 12/27/15

Public Service Campaigns

WAAF raised funds for the hungry on December 9-11, 2015

WAAF's Rock for Change took place Wednesday, December 9th through Friday, December 11th. For the three days, WAAF's Hill-Man was on-air playing requests that were accompanied by donations. The annual effort to raise funds for the Greater Boston, Worcester County, and New Hampshire Food Banks collected over \$70,000. This brings the grand total to approximately \$1.1 Million since the inception of this fundraiser.

WAAF collected toys for charity in 4th quarter 2015

The annual Toys for Tots Toy Drive was held on Friday, December 18, 2015, at Boch Toyota in Norwood. The Hill-Man Morning Show broadcast the show live while collecting toys for the Marine Toys for Tots Foundation.

WAAF raises awareness & funds for veterans in 4th quarter 2015

WAAF promoted the Run to Home Base via My Email Offers program. The event will be held on Saturday, July 23, 2016, at Fenway Park. The event raises funds for the Red Sox Foundation and Massachusetts General Hospital Home Base Program, which helps Iraq and Afghanistan veterans and their families with post traumatic stress and traumatic brain injury.

WAAF promoted and sponsored various charity events in 4th quarter 2015

WAAF promotes and sponsors various charities with on-air mentions in the segment called "Give 'Em Hell-p." These PSAs highlight 1-2 charity events with which WAAF is participating.

WAAF website promotes charity work in 4th quarter 2015

WAAF's website continues to promote various charities by providing information to the community. WAAF's website links listeners with community events like the Back to the 80's Party with Bug's Bikes, Red Sox World Series Trophy to benefit

Girls Inc. of New Hampshire, UMass Hillel's 9th Annual Ride to Provide, Bruno 7 Beer & Wine-Tasting Fundraiser for Antonio Bruno, Newport Half Marathon to benefit iPods for Wounded Veterans, Massachusetts Fallen Heroes Memorial, Comics Come Home, Pawesome Paint Night to benefit Operation Delta Dog (PTSD service dogs for Veterans), and Boston Bruins Alumni game to benefit New England Edge Youth Hockey and Nashua Soup Kitchen & Shelter.